ANATOMY OF A PITCH DECK

01 OVERVIEW

This should be your first slide (after your cover slide). Think of it as your elevator pitch that includes a concise summary of the problem and how you are solving it.

02 OPPORTUNITY

Give a succinct high-level overview of your industry, the size of the market, and trends that are relevant to your product/service. Impress your audience with your knowledge.

03 PROBLEM

Clearly state the problem you are solving, how big it is, and why it exists. What are existing solutions customers use and why aren't they ideal?

04 SOLUTION

Explain how your product/service solves the customer's problems like no other product does. Be realistic but inspiring.
How will it change lives?

05 TRACTION

How much revenue and how many customers do you have? Prove that high growth is sustainable. How are you attracting customers?

06 CUSTOMER AND MARKET

How many customers will want to buy your product? How will you target them? Describe your customer in detail (use existing customers if you have them).

07 PRODUCT MARKET FIT

Over 40% of startups fail because no one wants to buy their products. What kind of customer discovery have you performed?

08 COMPETITION

List your competitors by name and explain how you are different than them (faster, cheaper, better?).

09 BUSINESS MODEL

How will your company make money? How much does it cost to acquire a customer? Include projections for revenue, gross profit, EBITDA, net profit over the next 12 months.

10 TEAM

Highlight your team's expertise in their functional areas as well as industry and similar product history. Brag hard.

11 USE OF FUNDS

Be clear in the amount you're raising, what the investor gets in return, and how the funds will be used. How will it help you achieve milestones?

12 EXIT STRATEGY

What are your long-term plans for the company? Are you planning to sell for a big payout or are you passionate about growing the company yourself?